

Traverse City DDA
Input Gathering for Farmers Market Space
Request for Proposals
ADDENDUM #1

The purpose of this addendum is to clarify the scope of services requested and provide additional information to interested proposers.

1. Scope of Work clarification - The end product the DDA is looking for is a vision *statement* as opposed to a vision plan. The intent is that at the end of this process the DDA will have a clear vision for the future of the market space such that it can take the appropriate next steps, which will most likely require additional work that would include design services. The reason for this careful approach is to assure we do not get too far into the cost of design before we are confident we want to pursue the vision. For example, if the vision includes a year 'round market element, we would want to take the interim step of preparing a business analysis as to whether a year 'round market is economically viable. This is not to say that the DDA would not consider proposals that include some design services, but will consider such proposals carefully based on cost and extent of work.
2. Additional Information - The following two items result from inquiries from interested proposers.
 - A. The DDA hired Gosling Czubak to prepare a plan for the market which included input gathering and a market plan, which is attached. This 2002 plan includes 55 vendor spaces which would have accommodated the need back then. Since 2002 the market has grown to as many as 75 vendors.
 - B. Farmers market traffic. Based on 2013 customer traffic studies, we estimate that mid-season Saturday markets saw an average of 5,000 customers daily whereas Wednesday markets saw 1,500.

